



State of California

# Employment Training Panel

Arnold Schwarzenegger, Governor

July 6, 2009

Mr. Dov Golodner, Workforce Development Programs  
Bay Area Video Coalition  
2727 Mariposa Street  
San Francisco, CA 94110  
[dov@bavc.org](mailto:dov@bavc.org)

**TRANSMITTED VIA EMAIL**

Dear Mr. Golodner:

**RE: FINAL MONITORING VISIT REPORT for Bay Area Video Coalition (BAVC 5) – ET07-0291**

<b>Date of the Visit:</b>	6/12/2009
<b>Beginning/Ending Time:</b>	1:30 p.m. – 4:00 p.m.
<b>Date of Last Visit:</b>	2/21/08 (on-going technical assistance was provided throughout the term of the Agreement)
<b>Visit Location:</b>	San Francisco
<b>Persons in attendance:</b>	You, and Ms. Anna Nastari, Analyst, ETP
<b>Action Required:</b>	No

## **CONTRACT INFORMATION:**

<b>Term of Agreement:</b>	2/1/2007 – 1/31/2009	<b>Agreement Amount:</b>	\$1,602,861
<b>Training Start Date:</b>	2/1/2007	<b>No. to Retain:</b>	1,059
<b>Date Training must be Completed:</b>	10/31/2008	<b>Standard Hours:</b>	40; 48; 64; 80; and 120 hours
<b>Type of Trainee:</b>	Retrainees		

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ETP (04/15/05)

## **FINAL REPORT SUMMARY:**

### **• HISTORY OF AGREEMENT CHANGES**

The Agreement was executed on February 1, 2007 and training began on said date. Your staff reported that all training was completed on October 31, 2008, which allows for the 90-day retention period to be completed within the term ending date of the Agreement – January 31, 2009.

ETP approved two Revisions during the term of the Agreement.

- Modification 1 – approved on April 9, 2008, redistributed funds between Job Numbers and added courses to the curriculum to meet employer demands;
- Modification 2 – approved on September 18, 2008, 1) redistributed funds between Job Numbers; 2) increased the number of trainees by 29, from 1,030 to 1,059, and 3) reduced the total amount of the Agreement by \$775, from \$1,603,636 to \$1,602,861. These changes were necessary to accommodate the shift in customer demand for BAVC's training program. .

### **• INTERVIEW WITH YOU, THE SIGNATORY:**

- *What barriers, if any, did your company experience in implementing your ETP project?*

You reported the following: "We did not experience any significant barriers to implementing ET07-0291. The low advanced technology reimbursement rates continue to be a challenge for us as software/hardware costs continue to go up and instructors that teach the most in-demand skills charge far more than a typical technology class. Our commercial rates average \$37/hour. The disparity between rates is becoming increasingly difficult to overcome causing BAVC to cancel classes more frequently and to focus our offerings more severely than the participating employers would like."

- *What problems, if any, did your company experience with ETP record keeping?*

You reported that you didn't experience any problems with the records keeping.

- *What assistance could ETP have provided that would improve the process for future Contractors?*

You reported the following: "A higher disbursement rate on Advanced Technology classes is an absolute priority. It's difficult for us to fill employer demands offering the most up to date technology classes. \$30/hour should be the minimum considered for non-priority industry."

- *How did your participating employers benefit from the ETP training?*

You provided the following: "Employees and employers gush consistently about our training claiming that it has saved jobs, careers and businesses. Here are a few recent quotes:"

"BAVC has been extremely helpful providing digital media training opportunities for our Corporate Communications and Advertising departments. I was amazed when they offered to conduct an onsite orientation for Safeway and was impressed with their understanding of creative training needs within the corporate environment.

BAVC is an invaluable resource to anyone wishing to stay current, expanding their skill set in the ever increasingly demanding realm of digital media. I have always been pleased with the quality of their offerings, and other professionals I know have always said good things about BAVC. " Mary Okocha  
Corporate Communications Manager Video Production at Safeway

"Thanks to all the great guidance and training we received from BAVC, we have actually been winning awards for our interactive online content and videos. For that, BAVC can surely take a lot of the credit."  
Diana Hembree, Editor-In-Chief at Consumer Health Interactive

"BAVC -- with its depth of expertise in digital skills and connections to the digital industry -- is in the perfect position to become the one-stop shop for media professionals seeking training, assessment of their abilities and help with gaining meaningful employment. I can't think of an organization better suited to handle those needs." Marcus Chan Technology Editor at San Francisco Chronicle

"I've taken a class at the Bay Area Coalition in March 2008 and it was very beneficial to me. I learned how to use the basic tools of Adobe InDesign and was able to use it for a majority of the work I do. I was even able to fix a few issues we had. Without taking the class, I would not have been able to use InDesign as good as I do today. Since one of our team members left, we had to catch up with a lot of design projects and in the interim, we gave projects to contractors but I was able to step in and lessen the amount of projects given to contractors and therefore we were able to reduce budget costs. I would not have been able to do this without taking a class on InDesign. Bay Area Coalition taught me the skills I needed to help our team finish projects on time and reduce budget costs."

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**Christy Gee**  
Marketing Consultant  
Wells Fargo Treasury Management

"The BAVC workshops have been beneficial to me because you can learn a lot in a very short time. Since the instructors are also industry professionals, they have a very good understanding of what we need to know in order to survive in the workplace. I am often asked how and where I received my training and I always say that I earned my degree at SFSU, but I learned most of my skills at BAVC." **Denise Edwards from Wells Fargo Creative Services**

***Breakdown and discussion of expected earnings:***

BAVC's records show that 881 trainees completed training and the 90 day retention period (83% of planned retentions). BAVC projects earnings to be \$1,342,689 (83.7% of the encumbered total \$4,602,861). Current records show that BAVC has received \$1,342,689 in progress payments, which has been approved as earned.

**PROJECT STATUS PROVIDED BY THE CONTRACTOR:**

<b>Trainees Started Training:</b>	936	<b>Completed Training:</b>	881
<b>Dropped Following Enrollment:</b>	55	<b>Completed Retention:</b>	881
<b>Completed Minimum Hours for reimbursement:</b>	N/A	<b>In Retention Period:</b>	0

### **ATTENDANCE ROSTERS:**

Ms. Nastari reviewed original trainees' rosters which contained the necessary information as required by the Panel. This finding is based only on the training records reviewed during the visit and represents only a sample of the training records completed to date. It is your responsibility to ensure that all training records are in compliance with Panel requirements for auditing purposes.

### **INTERVIEWS:**

Ms. Nastari interviewed four fulltime workers in the occupations of product coordinators, illustrators, and web designers at production and software development companies. The trainees reported that they received between 104 to 152 hours of training in Photo Shop, Illustrator, Dream Weaver, Video Editing, and Post-Production courses. Training was delivered at BAVC's facilities in San Francisco. There were between 3-10 students per class - usually averaging 8 students. Each trainee sat at a computer and followed along with the trainer who used a computer to project the screen at hand. The trainees received on-line materials that were consistent with the courses.

The trainees further reported that all of the courses enhanced their current production and software development experiences. Taking the training in a class-room environment allowed the instructor to provide more in-depth information on the courses. It also allowed the trainees to use the hands-on, interactive methods to follow the instructor rather than via book format.

All of the trainees stated that more training is essential in order to fully utilize the various functions that the production and software development programs offer. They further stated that additional training is always needed due to the advancements in technology.

### **INVOICES:**

The invoicing process was completed prior to this visit. Therefore, invoices were not reviewed.

### **AUDIT:**

BAVC will be notified in writing if this agreement is selected for an audit, conducted either at your site (field audit) or by telephone (desk audit or "review"). The Audit Notification and Audit Confirmation letters will be sent in advance to allow ample preparation time and will include a list of documents that will be examined by the auditor. To provide support of training, original training attendance documentation is required; photocopied records are not acceptable. Listed below are types of records typically requested during an ETP field audit:

- Training attendance records such as rosters, sign-in sheets, etc.
- Payroll records of individual trainees to verify wage and hours worked
- Personnel records regarding occupation and dates of employment
- Documentation of employer paid health benefits (if applicable)
- Cash receipts to verify receipt and accounting of ETP funds

### **RECORD RETENTION:**

Records must be retained within your control and be available for review at your place of business within the State of California. This responsibility will terminate no sooner than four (4) years from the date of the termination of the Agreement or three (3) years from the date of the last payment by ETP to the Contractor, or the date of resolution of appeals, audits, claims, exceptions, or litigation, whichever is later.

If you have any questions or comments regarding this report, please contact Anna Nastari at (650) 655-6941 or at [anastari@etp.ca.gov](mailto:anastari@etp.ca.gov) within ten (10) working days from receipt of this report.

Sincerely,



Creighton Chan, Manager  
San Francisco Bay Area Regional Office



Anna Nastari, Contract Analyst  
San Francisco Bay Area Regional Office

cc: Kulbir Mayall, Fiscal Manager  
Master File  
Project File

Date report mailed to Contractor 7/13/09